

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application: Sang Won PARK et al.] Art Unit: 3622
Serial No: 10/552,956] Ex.: Uber, Nathan C.
Filed: October 14, 2005]
For: A METHOD OF INTRODUCING ADVERTISEMENTS AND PROVIDING
THE ADVERTISEMENTS BY USING ACCESS INTENTIONS OF
INTERNET USERS AND A SYSTEM THEREOF

AMENDMENT UNDER 37 CFR 1.111

Mail Stop Amendment

The Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Sir:

In response to the Notice of Non-compliant Amendment dated August 3, 2010, the applicants submit the following responsive amendment in the above-identified application. This amendment is considered to place the application in better condition for allowance.

No fee is believed to be required, but, if this is not the case, please charge any additional fee or credit any overpayment to Deposit Account No. 12-0400.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks/Arguments begin on page 15 of this paper.

An **Appendix** including a substitute specification attached following the last page of this paper.